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ABSTRACT

The office of Institutional Development and Technology at the Santa Clarita Community College District, California, conducted surveys of Santa Clarita Valley (SCV) Residents and Santa Clarita Valley business executives during the Spring 2001 semester to assess the advanced training and degree program needs for the proposed University Center. Surveys were sent to business executives and area residents randomly selected from mailing lists. Out of 2,000 surveys distributed, 125 were returned, for a response rate of 3% from business executives and 9% from community residents. More than 85% of businesses responding indicated that College of the Canyon's (COC) center will benefit the SCV, while 88% indicated the center would benefit their businesses. Only 4% of community resident respondents indicated they were not interested in pursuing educational programs through the university center, while 100% of business executives indicated an interest in these programs. The top five necessary programs identified by community members were: (1) data communications; (2) accounting; (3) broadband networking; (4) computer science applications; and (5) screenwriting and real estate. Business executives identified these top five program needs: (1) accounting; (2) marketing; (3) human resources; (4) business--general; and (5) electrical engineering. Survey instruments appended. (NB)

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COLLEGE OF THE CANYONS

Santa Clarita Community College District
26455 Rockwell Canyon, Santa Clarita, CA 91355

Institutional Development and Technology

University Center Surveys Spring 2001

Report # 110

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August 2001

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UNIVERSITY CENTER SURVEYS Spring 2001

Executive Summary

Institutional Development and Technology conducted surveys of

- Santa Clarita Valley residents
- Santa Clarita Valley business executives

during the Spring 2001 semester to assess the advanced training and degree program needs that are of highest demand for the College's proposed University Center. Surveys of business executives and community residents consisted of the same items for the Certificate Programs and Bachelor & Master's Programs portion of the survey. The survey instrument for business executives requested information intended to assess the need of area businesses for advanced training, certificated and/or advanced degree programs. Furthermore, the business executive section assessed company demographics and training needs, the number of employees requiring ongoing training, and the amount companies spend annually on training. In addition, items assessed how many positions companies project they will be hiring within the next five years, including the starting salary for the respective positions.

Eighty-five percent of business executives responding indicated that COC's proposed University Center will benefit the Santa Clarita Valley (SCV) and of those who responded, 88 percent indicated that the Center will benefit their companies. Specifically, respondents indicated that the University Center will benefit the SCV by providing advanced training and advanced degree programs, thus eliminating long commutes to nearby colleges and universities where the programs are currently being offered. Comments by respondents include:

- The Center would be a "...positive step in attracting and retaining employees to work in, and ultimately reside in the Santa Clarita Valley."
- "I have several employees that attend advanced degrees at CSUN, USC and Pepperdine. Our company reimburses for education but not too many take advantage because of the distance."
- "Will enable the general candidate pool to be more qualified."

Upon review of the results, consideration should be given to inclusion of the Certificate and Bachelor & Master's Programs for the University Center depicted in Table 1 on the following page.

Table 1: Percentage of Respondents Who Indicated Certificate and Bachelor & Master's Programs as a Need

CERTIFICATE PROGRAMS			
General Population		Business Executives	
33% Data Communications	23% Marketing	59% Accounting	28% Information Technology
32% Accounting	23% Alcohol/Drug Counseling	53% Marketing	28% Web Tech. Fundamentals
32% Broadband Networking Tech.	23% College Counseling	44% Human Resources	28% TEFL (Teaching English as Foreign Language)
28% Screenwriting	23% Single Subjects Cred.	38% Business-General	28% Real Estate
28% Real Estate	23% Film/TV	34% Electrical Engineering	25% Administrative Services
	22% TEFL (Teaching English as Foreign Language)		
27% Business-General	22% Engineering-General	34% Paralegal	25% Manufacturing Engineering
27% Creative Writing		31% Finance	25% Purchasing & Material Mgmt.
		31% Applications Programming	22% Advertising
25% Reading & Lang. Arts	22% Culinary Arts	31% Local Area Network Support	22% Information Mgmt.
25% Bus. Mgmt.-Entertainment	22% Urban Planning		
	20% Local Area Network Support	31% Engineering-General	22% Technical Communications
24% Human Resources	20% Web Tech. Fundamentals	31% Communications	22% Civil Engineering
24% JAVA	20% Paralegal		
24% Hospitality (Hotel)			
24% Gardening/Horticulture			

BACHELOR AND MASTER'S PROGRAMS			
General Population		Business Executives	
42% Electronics	23% Computer Info. Systems	53% Computer Science	28% Human Resource Mgmt.
41% Political Science	23% Spanish	50% Business Administration	28% Graphic Design
37% Bus. Admin.-Marketing	23% Multimedia	50% Executive MBA	28% Math Education
32% Fashion Design	22% Executive MBA	47% Accounting	28% Aerospace Engineering
32% Hotel/Restaurant Mgmt.	22% Design Arts	41% Teaching	28% Engineering Mgmt.
		41% Electrical Engineering	28% Spanish
31% Law	22% Math Education	38% Business Management	28% Liberal Arts
30% Admin. of Justice	22% Journalism		28% Marriage Family Therapist (formerly MFCC)
30% Graphic Design	20% Economics	38% Engineering-General	
		38% Manufacturing Engineering	25% Bio Genetics
29% Computer Science	20% Reading	34% Bus. Admin.-Marketing	25% Computer Info. Systems
27% Animation	20% Electrical Engineering		
26% Environmental Resource Mgmt.	20% Public Administration	34% Law	25% Graphic Arts
26% Marriage Family Therapist (formerly MFCC)		31% Business E-Commerce	25% Administration
24% Bio Genetics		31% Communication	25% Child Development
24% Public Relations		31% Public Relations	25% Electronics
		31% Computer Networking	25% Nursing
24% Interior Design		31% English	25% Psychology
24% Engineering Mgmt.			25% Social Work/Sociology

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We couldn't have done it without everyone's contribution!

Barry Gribbons, P. Scott Dixon and Daylene M. Meuschke

Introduction

Institutional Development and Technology conducted surveys of Santa Clarita Valley business executives and Santa Clarita Valley residents during the Spring 2001 semester to assess the advanced training and degree program needs that are of highest demand for the College's proposed University Center. Surveys of both business executives and community residents surveys consisted of the same items for the Certificate Programs and Bachelor & Master's Programs portion of the survey. The survey instrument for business executives requested information intended to assess the need of area businesses for advanced training, certificated and/or advanced degree programs. Furthermore, the business executive section assessed company demographics and training needs, including the number of employees requiring ongoing training and the amount companies spend annually on training. In addition, items were included to gather data on which positions in area companies require advanced training, advanced degrees or certification, and how many positions companies project they will be hiring within the next five years including the starting salary for the respective positions. This report presents the findings according to the survey layout with exceptions for the additional items included on the business executives' survey.

Methods

Institutional Development and Technology developed a questionnaire that contained closed-ended questions intended to assess the advanced degree program needs that are of highest demand for the College's proposed University Center. Respondents were instructed to mark the circle that best fit their answer and/or opinion for the programs listed in the "Certificate Programs" and "Bachelor and Master's Programs" sections of the surveys. See Appendix A for programs listed in both the "Certificate Programs" and "Bachelor and Master's Programs" sections of both the community and business executive surveys.

In the survey of business executives, open-ended questions were incorporated to specifically assess the need for advanced training, certificated and/or advanced degree programs of area businesses. Respondents were asked to identify which positions in their companies require advanced training, degrees or certification; the number of persons currently employed in the positions identified; the approximate number of openings (both new and replacement) anticipated in the next year and annually for the next five years for the positions identified; and the approximate starting salaries for individuals in these positions. Other open-ended questions included were:

- **Question 6:** In your opinion, will the advanced training and advanced degree programs to be offered at COC's University Center benefit the Santa Clarita Valley?
- **Question 7:** In your estimation, will College of the Canyons University Center benefit your company?
- **Question 8:** What type of business is your company engaged in? What specific products and/or services does it provide?
- **Question 10:** Approximately how many employees in your company require training annually?
- **Question 13:** Please state how much your company spends annually on employee training? If none, please state "None" in the space provided.

Appendix C contains a tabulation of open-ended responses.

Other close-ended questions were included to assess the following:

- **Question 5:** If interested in the programs to be offered at the University Center, how soon would your company be in need of receiving further training? Response alternatives were "Immediately", "Within 6 months", "6 months-1 year", and "1-2 years".
- **Question 9:** Approximately how many total individuals are employed in your company? Response alternatives were "Under 50", "50-100", "100-200", "Over 200".
- **Question 11:** Does your company currently offer tuition assistance or tuition reimbursement to your employees? Response alternatives were "Yes" and "No". If respondents answered "Yes", they were asked to state the amount spent annually on training.
- **Question 12:** If your company needs ongoing training, what factors contribute to this need? Mark all that apply. Response alternatives were "New Employees", "Technology/Software changes", "Industry standards", "N/A", and "Other".
- **Question 14:** Does COC provide advanced training for your company? Response alternatives were "Yes" and "No".

All survey participants were provided an opportunity to give their name and address in order to receive information about the University Center or copies of survey results. No attempt was made to identify authorship or link any completed surveys with an unidentified respondent.

A random sample of:

- 1,000 business executives in the Santa Clarita Valley
- 1,000 community residents in the Santa Clarita Valley

were selected during Spring 2001 resulting in 2,000 invited participants. All participants were randomly selected from mailing lists compiled by the City of Santa Clarita, GIS office (Santa Clarita Valley Residents), and Dunn and Bradstreet database (business executives). During the week of May 18, blank surveys were mailed to each identified survey participant with an explanatory letter detailing survey intent and instructions. Survey participants were instructed to return the completed surveys using the enclosed stamped envelope to the Office of Institutional Development & Technology (IDT) by June 15, 2001.

Out of the two thousand surveys distributed, one hundred twenty-five (125) surveys (32-business executives and 93-community residents) were completed and returned, resulting in a response rate of 3 and 9 percent, respectively.

Major Findings

Not Interested in University Center

Only four percent of community resident respondents indicated that they were not interested in pursuing educational programs through the University Center, ***while all business executive respondents indicated interest in educational programs offered by the University Center by marking one or more of the programs listed on the survey.***

Certificate Programs

Respondents were asked to state which of the advanced training programs listed on the survey should be offered through the University Center at College of the Canyons by filling in all the circles that best fit their answer and/or opinion. Table 1 illustrates the certificate programs ordered by community resident respondents, then by business executives and then the combined percentages (community resident respondents and business executives) for each of the top programs indicated.

The top five certificate programs indicated as a need by community members included the following:

- Data Communications (33%)
- Accounting (32%)
- Broadband Networking (32%)
- Computer Science-Applications (32%)
- Screenwriting (28%)
- Real Estate (28%)

The top five certificate programs indicated as a need by business executives included the following:

- Accounting (59%)
- Marketing (53%)
- Human Resources (44%)
- Business-General (38%)
- Electrical Engineering (34%)

For more detailed information on certificate programs indicated as a need by respondents see Appendix B.

Table 1: Top Certificate Programs Indicated by Respondents as Needed

Certificate Programs	General Population %	Business Executives %	Combined Percentages
Accounting	32	59	32
Business-General	27	38	30
Human Resources	24	44	29
Data Communications	33	16	29
Real Estate	28	28	28
Computer Science-Applications	32	6	26
Broadband Networking	32	6	26
Creative Writing	27	19	25
Screenwriting	28	16	25
Engineering-General	22	31	24
Paralegal	20	34	24
Marketing	23	53	23
TEFL (Teaching English As Foreign Language)	22	28	23
Local Area Network Support	20	31	23
Business-Finance	19	31	22
Reading & Language Arts	25	13	22
Electrical Engineering	18	34	22
Entertainment-Business Mgmt.	25	13	22
Web Tech Fundamentals	20	28	22
Manufacturing Engineering	19	25	21
Administrative Services	18	25	20
Information Technology	14	28	18
Communications	14	31	18
Purchasing & Material Mgmt.	9	25	13

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Bachelor and Master's Programs

Table 2 illustrates the Bachelor and Master's programs ordered by community resident respondents, then by business executives and then the combined percentages (community resident respondents and business executives) for each of the top programs indicated.

The top five Bachelor and Master's programs indicated as a need by community members included the following:

- Electronics (42%)
- Fashion Design (32%)
- Political Science (41%)
- Hotel/Restaurant Mgmt (32%)
- Business Admin-Marketing (37%)

The top six Bachelor and Master's programs indicated as a need by business executives included the following:

- Computer Science (53%)
- Accounting (47%)
- Business Administration (50%)
- Teaching (41%)
- Executive MBA (50%)
- Electrical Engineering (41%)

For more detailed information on Bachelor and Master's programs indicated as a need by respondents, see Appendix B.

Table 2: Top Bachelor and Master's Programs Indicated by Respondents as Needed

Bachelor and Master's Programs	General Population %	Business Executives %	Combined Percentages
Electronics	42	25	38
Business Admin.-Marketing	37	34	36
Computer Science	29	53	35
Political Science	41	13	34
Law	31	34	32
Computer Networking	*	31	31*
Graphic Design	30	28	30
Executive MBA	22	50	29
Fashion Design	32	16	28
Hotel/Restaurant Management	32	16	28
Administration of Justice	30	16	26
Business Administration	17	50	26
Public Relations	24	31	26
Electrical Engineering	20	41	26
Marriage Family Therapist	26	28	26
Engineering-Management	24	28	25
Environmental Resource Mgmt.	26	22	25
Animation	27	16	24
Biogenetics	24	25	24
Spanish	23	28	24
Computer Information Systems	23	25	23
Engineering-General	18	38	23
Teaching	15	41	22
Child Development	19	25	21
Nursing	18	25	20
Social Work/Sociology	18	25	20
E-Commerce	15	31	19
Aerospace Engineering	16	28	19
Accounting	8	47	18
Human Resource Management	15	28	18
Graphic Arts	15	25	18
Manufacturing Engineering	12	38	18
English	12	31	17
Business Management	10	38	17
Psychology	14	25	17
Communications	11	31	16
Liberal Arts	12	28	16
Education-Administration	12	25	15

*Percentage reflects business executive respondents only.

Community residents' surveys did not include this category.

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Identification of Business Executive Employee Needs

Table 3 shows the positions available in area businesses, which require advanced training, degrees and certifications, identified by business executives. In addition, the table below illustrates the expected number of openings in the identified positions within the next five years, including starting salaries.

Table 3: Needed Positions Identified by Santa Clarita Valley Business Executives That Require Advanced Training, Degrees or Certification.

<u>Name of Position</u>	<u>Number of Persons</u> currently employed in the positions identified in question #1 in your company	<u>Approx. Number of</u> <u>Openings Anticipated</u> (both new & replacement) in the next year and annually for the next five years for these positions?	<u>Approx. Starting Salaries</u> for individuals in these positions (Estimate on the basis of dollar per hour or annual salary.)
S/W Real Time Programmers	6	3 (annually for next 5 yrs)	\$70-80,000
Digital Designers	10	3 (annually for next 5 yrs)	\$70-80,000
D&D, Graphics MECH, CAD/CAM Design	4	2 (annually for next 5 yrs)	\$80,000
Production Mgr.	1	1 (next year)	Open
Technician (electronic)	2	2 (next year)	Open
RF Engineer Design & Test	2	2 (next year)	Open
Electrical Engineer	7	1 (next year); 5 (annually for next 5 yrs)	\$70,000
Manufacturing Engineer	3	1 (next year); 5 (annually for next 5 yrs)	\$60,000
Graphic Artist/Computer Design	0	1-next year; 1 (annually for next 5 yrs)	\$27,000
Admin. Assist.	1	1-next year	\$15,000
Program Coordinator-Writer	0	1 (annually for next 5 yrs)	\$22,000
Safety Program Administrator	1	1-next year	\$45,000
Administrative Assistant	1	1-next year	\$40,000
Program Mgr	14	2 (next year); 2 (annually for next 5 yrs)	\$90,000
Project Engineer	30	3 (next year); 3 (annually for next 5 yrs)	\$75,000
Special Ed. Teacher	42	1 (next year); 1-2 (annually for next 5 yrs)	\$34,000
Land Surveyor	1	1-next year	\$60,000
Staff Surveyors	2	2-next year	\$25,000
Teachers	112	5 (next year); 5-8 (annually for next 5 yrs)	\$38,000

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Table 3 (cont'd): Needed Positions Identified by Santa Clarita Valley Business Executives That Require Advanced Training, Degrees or Certification.

<u>Name of Position</u>	<u>Number of Persons</u> currently employed in the positions identified in question #1 in your company	<u>Approx. Number of</u> <u>Openings Anticipated</u> (both new & replacement) in the next year and annually for the next five years for these positions?	<u>Approx. Starting Salaries</u> for individuals in these positions (Estimate on the basis of dollar per hour or annual salary.)
Counselors	6	1 (next year); 2 (annually for next 5 yrs)	\$45,000
Administrators	6	1 (next year); 2 (annually for next 5 yrs)	\$90,000
Technician	1	1 (next year); 4 (annually for next 5 yrs)	\$25,000+
Engineers	9	2 (next year); 8 (annually for next 5 yrs)	\$13.25-\$16.50/hr
Hotel Managers	30	5 (next year); 25 (annually for next 5 yrs)	\$30,000-100,000
Marketing Prof.	4	2 (next year); 12 (annually for next 5 yrs)	\$35,000
IT Developer	17	5 (next year); 25 (annually for next 5 yrs)	\$45,000

Timeframe for Needed Training

Respondents were asked to indicate how soon their company would be in need of receiving further training for their employees. The majority of respondents indicated a need for training ranging from immediately to within the next year. Specifically, results were as follows:

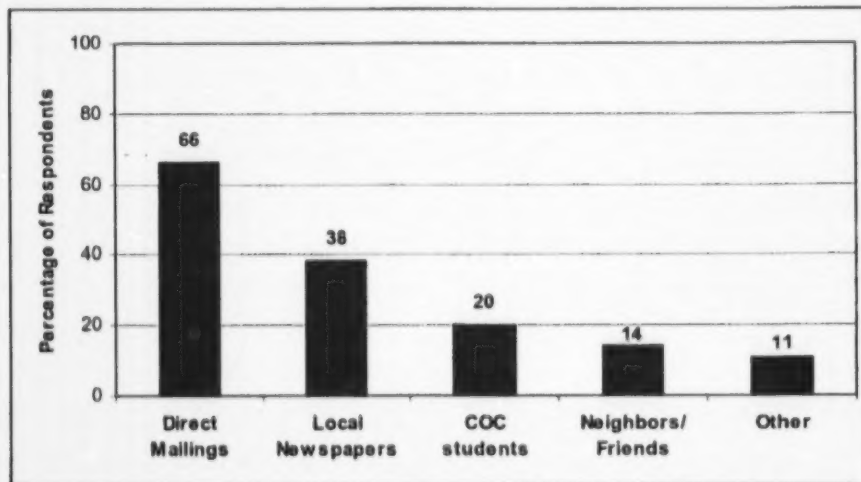
- Immediately (22%)
- Within 6 months (19%)
- 6 months - 1 year (16%)
- 1-2 years (9%)

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Information about COC

Respondents were asked to indicate how they currently receive most of their information about College of the Canyons. Figure 1 shows the percent of respondents who receive information about COC from direct mailings, local newspapers, COC students, local TV, neighbors/friends, or "other" information sources.

Figure 1: Top 5 Ways Respondents Receive Information About COC



Overwhelmingly, sixty-six percent of respondents indicated that they receive information about COC through direct mailings to their home. The next highest percentage of respondents indicated receiving information about COC through local newspapers (38%). Other results indicated respondents receive information through the following means:

- COC students (20%)
- Neighbors/Friends (14%)
- College home page (9%)
- Attending other activities on campus (9%)
- Local radio (7%)
- Their children (5%)
- Local TV (4%)

See Appendix C for "Other" stated responses.

Demographics of Survey Respondents

- 63 percent of respondents have lived in the Santa Clarita Valley for more than ten years.
- 71 percent of respondents were female and 33 percent were male.
- 80 percent of respondents identified themselves as Caucasian, 6 percent as Hispanic/Latino, 5 percent as mixed heritage, 6 percent as Asian, 6 percent as black, and 5 percent declined to state.

See Appendix B for more detailed demographic information.

Level of Education

- 38 percent and 18 percent of business executives and community residents respectively declared they hold advanced degree (M.A./M.S., Ph.D., etc)
- 33 percent of community residents have some college education
- 25 percent and 23 percent of business executives and community residents, respectively have a B.A./B.S. degree
- 28 percent of community residents have an A.A./A.S degree

See Appendix B for more detailed information on level of education.

Open-ended Responses

Respondents were asked several questions that allowed them to respond in a manner less structured than the close-ended questions. Their responses lent support to the previous questions, as well as added perspective to the respondent's view of the University Center and businesses in the Santa Clarita Valley.

As indicated by the number in parenthesis, the following list of items was noted by respondents.

Question 1: "Other" Certificate Programs that should be offered through the University Center?

- | | |
|--------------------------------------|-------------------------------------|
| • Career Counseling (1) | • Surveying (1) |
| • Medical Transcription (1) | • Technical Writing (1) |
| • Program/Project Mgmt. (1) | • Transportation (1) |
| • Senior Counseling/Senior Marketing | • Writing-Children's Literature (1) |
| & Organization-Teaching Seniors (1) | • Wireless Technology (1) |

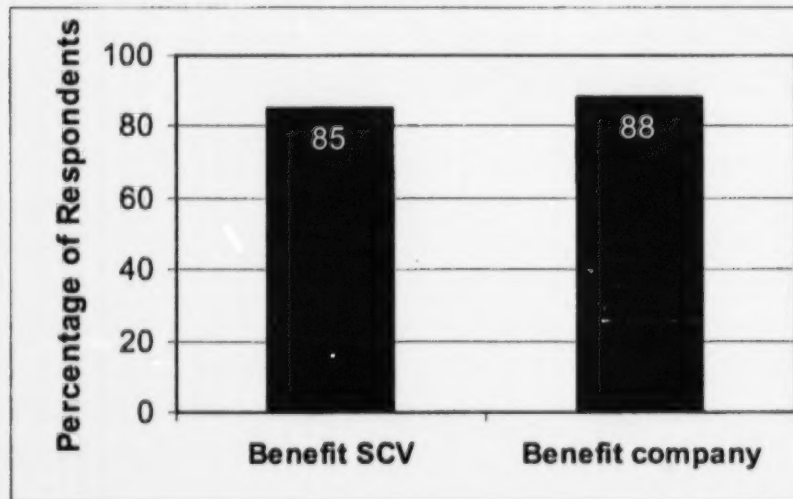
Question 1: "Other" Bachelor and Master's Programs that should be offered through the University Center?

- Anthropology (1)
- Appropriate Ph.D. program (1)
- Astronomy (1)
- Comparative Religions (1)
- Criminology (1)
- Dance (1)
- Fine Arts (1)
- French (5)
- Genealogy Book Publishing (1)
- German (1)
- Gerontology (1)
- Italian (1)
- Japanese (1)
- Kinesiology (1)
- Land Surveying (1)
- Library Technician/Librarian I, II, III (1)
- Marketing (1)
- Music (1)
- Paramedic program (1)
- Ph.D.-Public Administration (1)
- Physical Education (1)
- Portuguese (1)
- Senior/Elder counseling (1)
- Vocational Education (1)
- Women's Studies (1)

Business Executives

Respondents were asked to indicate if the advanced training and advanced degree programs to be offered at COC's University Center will benefit the Santa Clarita Valley and if it will benefit their company. Figure 2 shows the percentage of respondents who answered "Yes" to these questions.

Figure 2: Percentage of Respondents Who Indicated the University Center Will Benefit the Santa Clarita Valley (SCV) and Companies in the SCV



As depicted in the figure above, eighty-five and eighty-eight percent of respondents indicated that the University Center will benefit the Santa Clarita Valley and companies within the Valley, respectively.

Part B

Question 2 (Stated Responses): In your opinion, will the advanced training and advanced degree programs to be offered at COC's University Center benefit the Santa Clarita Valley?

Overall, respondents indicated that COC's proposed University Center will benefit the Santa Clarita Valley by providing advanced training and degree programs, thus eliminating long commutes to nearby colleges and universities where the programs are currently being offered. In addition, one executive noted that the Center would be a "...positive step in attracting and retaining employees to work in, and ultimately reside in the Santa Clarita Valley." Another executive stated, "I have several employees that attend degrees at CSUN, USC and Pepperdine. Our company reimburses for education, but not too many people take advantage because of the distance."

See Appendix C for detailed comments.

Question 3 (Stated Responses): In your estimation, will College of the Canyons' University Center benefit your company?

Overall, respondents indicated that the University Center will benefit companies by providing them with the advanced training needed to keep up with changes in their respective industries. Specifically, one executive stated, "My people will always need on-going education, especially as computers and G.P.S. advance." Another executive expressed support for the Center by saying, "The University Center will allow for an expansion of the business-oriented training partnerships currently available through COC."

See Appendix C for detailed comments.

Question 4: What type of business is your company engaged in? What specific products and/or services does it provide?

- Aerospace (4)
- Alcohol/Drug Counseling (1)
- Computer subsystems (1)
- Building products: sales, distribution, database creations, new product development (1)
- Biomedical Research/Product Development (2)
- Entertainment (1)
- Excavating and Grading (1)
- Land surveying (1)
- Manufacturing-Electronic Components (1)
- Manufacturing-Navy parts (1)
- Nutritional supplements (1)
- Outsourcing, call center, warehouse distribution, marketing consultants (1)
- Plumbing-commercial & industrial (1)
- Public Library (1)
- R&D-medical devices (1)
- Special Education (1)
- Talent booking (1)
- Theatre products (1)
- Transportation-same day delivery (1)
- Travel and Tourism (1)
- Water treatment & distribution (1)

See Appendix C for detailed comments.

Question 6: Approximately how many employees in your company require training annually?

Respondents indicated that their companies require training annually for the following number of employees:

- Less than 10 (21%)
- Between 10 and 30 (50%)
- 50 or more (29%)

See Appendix C for detailed comments.

Question 7: Does your company currently offer tuition assistance or tuition reimbursement to your employees? If yes, please state amount.

The following company reimbursements for companies were stated by respondents:

- Case by case basis (3)
- 50-100% (1)
- 100% (1)
- 100% tuition and books (1)
- \$500 (1)
- \$500/term (1)
- \$500-1,200 annually (1)
- \$6,000 (1)
- 3 A.A. degrees/year (1)
- Varies (2)
- For full-time employees only (1)

Question 8: If your company needs ongoing training, what factors contribute to this need?
"Other" stated responses.

- Changes in the state law.

Question 9: Please state how much your company spends annually on employee training.

- \$3,000 (1)
- \$8,000 (1)
- \$11,000 (1)
- \$40,000 (3)
- \$50,000 (1)
- \$100,000 (1)
- None (1)
- Varies (1)
- Don't know numbers (1)
- Confidential (1)

Question 11: Please use the space below to provide additional comments regarding the programs offered at College of the Canyons' proposed University Center.

Overall, respondents indicated support and expressed the need for advanced training and degree programs to be offered in the Santa Clarita Valley. One business executive stated, "This is a very needed form of education for our valley."

See Appendix C for detailed comments.

BUSINESS EXECUTIVES' COMPANY INFORMATION

Overall, business executives represented a variety of industries. Below is a list of specific products and/or services provided by the companies represented in this survey:

- | | | |
|---|---|--|
| • Aerospace (4) | • Land surveying (1) | • Public Library (1) |
| • Alcohol/Drug Counseling (1) | • Manufacturing-Electronic Components (1) | • R&D-medical devices (1) |
| • Computer subsystems (1) | • Manufacturing-Navy parts (1) | • Special Education (1) |
| • Building products: sales, distribution, database creations, new product development (1) | • Nutritional supplements (1) | • Talent booking (1) |
| • Biomedical Research/Product Development (2) | • Outsourcing, call center, warehouse distribution, marketing consultants (1) | • Theatre products (1) |
| • Entertainment (1) | • Plumbing-commercial & industrial (1) | • Transportation-same day delivery (1) |
| • Excavating and Grading (1) | | • Travel and Tourism (1) |
| | | • Water treatment & distribution (1) |

Respondents indicated that their company's employee total is approximately:

- Less than 50 (12)
- 50-100 (7)
- 100-200 (4)
- More than 200 (4)

Respondents further indicated that of their employees, the following number of employees require training annually:

- Less than 10 (3)
- Between 10 and 30 (7)
- 50 or more (4)

Respondents indicated that the following amounts are spent annually on employee training:

- | | |
|----------------|-----------------|
| • \$3,000 (1) | • \$50,000 (1) |
| • \$8,000 (1) | • \$100,000 (1) |
| • \$11,000 (1) | • \$200,000 (1) |
| • \$40,000 (3) | |

If respondents expressed an interest in the programs to be offered at the University Center, they were asked to indicate how soon their company would be in need of receiving further training for their employees. The majority of respondents indicated a need for training ranging from immediately to within the next year. Specifically, results were as follows:

- Immediately (22%)
- Within 6 months (19%)
- 6 months - 1 year (16%)
- 1 - 2 years (9%)

Fourteen (14) business executives indicated that their company offers some type of tuition assistance or tuition reimbursement to their employees. The following amounts were indicated by the business executives:

- | | |
|------------------------------|------------------------------------|
| • Case by case basis (3) | • \$500-1,200 annually (1) |
| • 50-100% (1) | • \$6,000 (1) |
| • 100% (1) | • 3 A.A. degrees/year (1) |
| • 100% tuition and books (1) | • Varies (2) |
| • \$500 (1) | • For full-time employees only (1) |
| • \$500/term (1) | |

Respondents were asked to indicate what factors contribute to the need for ongoing training in their company. Response alternatives were "New employees", "Technology/Software changes", "Industry standards", "N/A", or "Other". The following factors which contribute to the need for ongoing training are as follows:

- Technology/Software changes (15)
- Industry standards (13)
- New employees (12)
- N/A (2)
- "Other" stated reasons: Changes in state law (1)

Respondents were asked to indicate if COC provides advanced training for their companies.

Results were as follows:

- Yes (1)
- No (25)

Respondents were asked to indicate the following information regarding needed positions in their company that require advanced training, advanced degrees or certification:

- Name of Position
- Number of Persons currently employed in the positions identified in the named positions
- Approximate number of openings anticipated (both new & replacement) in the next year and annually for the next five years for the named positions
- Approximate starting salaries for individuals in the named positions

Business executives indicated a variety of positions for which there are numerous job openings anticipated within the next year and annually for the next five years. Based on the results it can be concluded that there are many job opportunities, which require advanced training, advanced degrees or certification, within the Santa Clarita Valley for which the University Center would prove beneficial to prospective applicants needing the desired training, degree or certification requirements by companies. The following results are a summary of the many positions available in Santa Clarita Valley businesses that require advanced training, advanced degrees or certification:

- | | |
|---|--|
| • Administrative assistants | • Information technology (developers) |
| • Computer Science | • Marketing professionals |
| • Electronics | • Program managers, coordinators, administrators |
| • Engineering | • Surveyors: Staff and Land |
| • Graphic and digital design | • Teachers |
| • High school counselors and administrators | • Technicians |
| • Hotel managers | |

See Appendix B for detailed information.

Conclusions

Eighty-five percent of business executives indicated that COC's proposed University Center will benefit the Santa Clarita Valley (SCV) and of those who responded, 88 percent indicated that the Center will benefit their particular companies. Specifically, respondents indicated that the University Center will benefit the SCV by providing advanced training and advanced degree programs, thus eliminating long commutes to nearby colleges and universities where the programs are currently being offered. One business executive stated that the Center would be a "...positive step in attracting and retaining employees to work in, and ultimately reside in the Santa Clarita Valley." Further support for the Center's benefit to the SCV was expressed by one business executive who noted how several of his employees currently attend other colleges/universities for advanced training/degrees. The executive also noted that the company reimburses for education, but there are not very many employees who take advantage of the offer because of the distance to colleges/universities where advanced training/degrees are offered. In response to the inquiry concerning the University Center's benefit to SCV companies, respondents indicated that the Center will benefit companies by providing them with the advanced training needed to keep up with changes in their respective industries.

The tables presented on the following pages illustrate the Certificate and Bachelor & Master's programs ordered by community resident respondents, then by business executives for each of the top programs indicated.

Certificate and Bachelor and Master's Programs (Community Residents)

Community resident respondents expressed a need for a variety of certificated and Bachelor and Master's programs to be offered at the University Center. Specifically, the top programs indicated as a need by community resident respondents include:

CERTIFICATE PROGRAMS	
33% Data Communications	23% Marketing
32% Accounting	23% Alcohol/Drug Counseling
32% Broadband Networking Tech.	23% College Counseling
28% Screenwriting	23% Single Subjects Cred.
28% Real Estate	23% Film/TV
27% Business-General	22% TEFL (Teaching English as Foreign Language)
27% Creative Writing	22% Engineering-General
25% Reading & Lang. Arts	22% Culinary Arts
25% Bus. Mgmt.-Entertainment	22% Urban Planning
24% Human Resources	20% Local Area Network Support
24% JAVA	20% Web Tech. Fundamentals
24% Hospitality (Hotel)	20% Paralegal
24% Gardening/Horticulture	

BACHELOR AND MASTER'S PROGRAMS	
42% Electronics	24% Interior Design
41% Political Science	24% Engineering Mgmt.
37% Bus. Admin.-Marketing	23% Computer Info. Systems
32% Fashion Design	23% Spanish
32% Hotel/Restaurant Mgmt.	23% Multimedia
31% Law	22% Executive MBA
30% Admin. of Justice	22% Design Arts
30% Graphic Design	22% Math Education
29% Computer Science	22% Journalism
27% Animation	20% Economics
26% Environmental Resource Mgmt.	20% Reading
26% Psych.-MFT (Marriage Family Therapist—formerly MFCC)	20% Electrical Engineering
24% Bio Genetics	20% Public Administration
24% Public Relations	

*See Appendix B for detailed information.

*See Appendix C for "other" programs indicated by respondents.

Certificate and Bachelor and Master's Programs (Business Executives)

Business executives expressed a need for a variety of certificated and Bachelor and Master's programs to be offered at the University Center. Specifically, the top programs indicated as a need by business executives include:

CERTIFICATE PROGRAMS	
59% Accounting	28% Information Technology
53% Marketing	28% Web Tech. Fundamentals
44% Human Resources	28% TEFL (Teaching English as Second Language)
38% Business-General	28% Real Estate
34% Electrical Engineering	25% Administrative Services
34% Paralegal	25% Manufacturing Engineering
31% Finance	25% Purchasing & Material Mgmt.
31% Applications Programming	22% Advertising
31% Local Area Network Support	22% Information Mgmt.
31% Engineering-General	22% Technical Communications
31% Communications	22% Civil Engineering

BACHELOR AND MASTER'S PROGRAMS	
53% Computer Science	28% Graphic Design
50% Business Administration	28% Math Education
50% Executive MBA	28% Aerospace Engineering
47% Accounting	28% Engineering Mgmt.
41% Teaching	28% Spanish
41% Electrical Engineering	28% Liberal Arts
38% Business Management	28% Psych.-MFT (Marriage Family Therapist—formerly MFCC)
38% Engineering-General	25% Bio Genetics
38% Manufacturing Engineering	25% Computer Info. Systems
34% Bus. Admin.-Marketing	25% Graphic Arts
34% Law	25% Administration
31% Business E-Commerce	25% Child Development
31% Communication	25% Electronics
31% Public Relations	25% Nursing
31% Computer Networking	25% Psychology
31% English	25% Social Work/Sociology
28% Human Resource Mgmt.	

*See Appendix B for detailed information.

*See Appendix C for "other" programs indicated by respondents.

Recommendations

Upon review of the survey results the following recommendations should be taken into consideration for the University Center:

- COC should consider "Certification" courses/and or programs indicated by respondents as a need for the Center as identified on pages 23 and 24 of this report (See Appendix B for detailed information).
- COC should consider "Bachelor and Master's" programs indicated by respondents as a need for the University Center as identified on pages 23 and 24 of this report (See Appendix B for detailed information).
- It would be beneficial for COC to increase outreach efforts regarding advanced training/and or certification opportunities to businesses in the SCV given that only one of the 26 business executives indicated that their company receives training from COC. Further evidence for which this recommendation is based comes from the **88 percent** of business executives who indicated that the University Center would be beneficial to their company. In addition, the majority of business executives indicated that their companies would be in need of ongoing training ranging from immediately to within the next year.

Results indicate the University Center will benefit the Santa Clarita Valley as indicated by **85 percent** of business executives. Not only will community residents benefit from the Center, but **88 percent** of business executives indicate that their companies will benefit as well.

Appendix A: Survey Instrument - General Population

June 1, 2001

Dear Community Member,

The Office of Institutional Development at College of the Canyons is in the process of gathering community input regarding advanced degree programs that are of highest demand for our new University Center.

The University Center will be located on College of the Canyons' campus and will:

- Offer a variety of certificates, bachelor's degrees, master's degrees and some doctorates in areas of demand by local businesses and our students.
- Host eight to ten university partners and a major foreign language school.
- Provide employees of local businesses the opportunity to participate in upper division, graduate level and continuing education programs needed for businesses to thrive in the Santa Clarita Valley.
- Provide individuals the opportunity to prepare for a new career and/or job advancement.
- Provide continuing education options for a wide range of professionals who need to remain certified and current in their professions.
- Make it possible for high school students who complete their high school diplomas in the Academy of the Canyons on our campus and their first two years of college work at COC to move easily from high school to college to university work without leaving the Santa Clarita Valley, encouraging them to continue in school.
- Enable College of the Canyons students to continue their educational goals beyond an associate's degree without having to leave the Santa Clarita Valley.
- Remove transportation and childcare barriers so returning adults can get the degrees they need.
- Provide state-of-the-art smart classrooms and labs and interactive media.
- Be self-supporting through ongoing revenue generated by university partners.

Please take a few minutes to answer the following questions about which programs would be of interest to you. College of the Canyons is committed to meeting the higher education needs of the community and your responses will be used to determine which programs will be offered through the University Center. Your responses will be kept confidential. If you would like us to send you the results of the survey and other information on the project as it becomes available, please provide your information on the last page of this survey. Thank you in advance for your time and attention to this important survey.

Sincerely,

Dr. Dianne Van Hook
Superintendent-President

The following questions are intended to assess the need for advanced training, certificated and advanced degree programs through the University Center at College of the Canyons.

For each question, please mark the circle that best fits your answer/and or opinion.

Please fill in marks like this: ☐ not like this: ☒ ☐ ☐

1. Please state which of the following advanced training programs you think should be offered through the University Center at College of the Canyons. Fill in all that apply.

☐ None. I am not interested in pursuing educational programs through the University Center.

CERTIFICATE PROGRAMS

Advertising/Marketing

- ☐ Advertising
☐ Marketing

Business

- ☐ Accounting
☐ Administrative Services
☐ Business-General
☐ Entrepreneurship
☐ Finance
☐ Fund Raising
☐ Human Resources
☐ Information Mgmt.
☐ International Business
☐ Investments
☐ Personal Finance Planning
☐ Public Accounting
☐ Public Administration
☐ Purchasing & Material Mgmt.
☐ Taxation

Computer Science

- ☐ Applications Programming
☐ Broadband Networking Tech.
☐ CISCO Networking
☐ Communication Systems
☐ Computer Graphics
☐ Data Communications
☐ Digital Signal Processing

Computer Science (cont'd)

- ☐ HVAC Design (Heating, Ventilation, Air Conditioning)
☐ Information Technology
☐ JAVA
☐ Local Area Network Support
☐ Technical Communications
☐ Web Tech. Fundamentals

Counseling

- ☐ Alcohol/Drug Counseling
☐ College Counseling
☐ Pupil Personnel Services Credential

Education

- ☐ CLAD (Cross Cultural Lang. & Academic Dev.)
☐ Educational Therapy
☐ Multiple Subjects Cred.
☐ Reading & Lang. Arts
☐ Single Subjects Cred.
☐ TEFL (Teaching English as Foreign Language)

Engineering

- ☐ Aerospace Engineering
☐ Civil Engineering
☐ Electrical Engineering
☐ Engineering-General
☐ Manufacturing Engineering

English/Communications

- ☐ Communications
☐ Creative Writing
☐ Journalism
☐ Post Baccalaureate: Classics
☐ Public Relations

Entertainment

- ☐ Bus. Mgmt.-Entertainment
☐ Film/TV
☐ Screenwriting

Gov. Estimating & Pricing

Hotel/Restaurant

- ☐ Culinary Arts
☐ Hospitality (Hotel)
☐ Hotel Management

Landscaping

- ☐ Gardening/Horticulture
☐ Landscape Mgmt.

Miscellaneous

- ☐ Attorney Assistant
☐ Paralegal
☐ Real Estate
☐ Urban Planning
☐ Vintage (Wine Industry)
☐ Other: _____

BACHELOR AND MASTER'S PROGRAMS

☐ **Accounting**

☐ **Admin. of Justice**

☐ **Animation**

☐ **Bio Genetics**

Business

☐ Business Administration

☐ Bus. Admin.-Marketing

☐ Business E-Commerce

☐ Business Management

☐ Executive MBA

☐ Human Resource Mgmt.

☐ Organizational Mgmt.

Communications

☐ Communication

☐ Public Relations

Computer Science

☐ Computer Info. Systems

☐ Computer Science

☐ Graphic Design

Design

☐ Fashion Design

☐ Graphic Arts

☐ Interior Design

☐ **Design Arts**

☐ **Economics**

Education

☐ Administration

☐ Child Development

☐ Math Education

☐ Reading

☐ School Counseling

☐ Teaching

☐ **Electronics**

Engineering

☐ Aerospace Engineering

☐ Electrical Engineering

☐ Engineering-General

☐ Engineering Mgmt.

☐ Manufacturing Engineering

☐ **English**

☐ **Environmental Resource
Mgmt.**

☐ **Film Studies**

Foreign Language

☐ Spanish

☐ Other: _____

☐ **Health Care Admin.**

☐ **Law**

☐ **Hotel/Restaurant Mgmt.**

☐ **Journalism**

☐ **Liberal Arts**

☐ **Multimedia**

☐ **Nursing**

☐ **Political Science**

Psychology

☐ Psychology

☐ Psych.-MFT (Marriage Family
Therapist—formerly MFCC)

☐ **Public Administration**

☐ **Social Science**

☐ **Social Work/Sociology**

Other (please specify)

☐ Other: _____

The following questions are intended to obtain demographic data

2. Please state your ethnicity:

- ☐ Caucasian/White
- ☐ African American/Black
- ☐ Hispanic/Latino
- ☐ Asian
- ☐ Mixed
- ☐ Native American/American Indian
- ☐ Decline to state

4. Please state your length of residency in the Santa Clarita Valley:

- ☐ Less than 1 year
- ☐ 1-5 years
- ☐ 6-10 years
- ☐ more than 10 years

6. Please state your gender:

- ☐ Female
- ☐ Male
- ☐ Decline to state

3. Please state your contact with College of the Canyons:

- ☐ Former COC student
- ☐ Current COC Student
- ☐ Family member attends/attended COC
- ☐ N/A

5. Please fill in the zip code that matches your home address:

- | | |
|-----------------------------|--|
| ☐ 91310 | ☐ 91321 |
| ☐ 91322 | ☐ 91350 |
| ☐ 91351 | ☐ 91354 |
| ☐ 91355 | ☐ 91380 |
| ☐ 91381 | ☐ 91383 |
| ☐ 91384 | ☐ 91385 |
| ☐ 91386 | ☐ Decline to state |

7. Please state your highest level of education:

- | | |
|---|--|
| ☐ some high school | ☐ high school graduate |
| ☐ some college | ☐ business/tech. certif. |
| ☐ Associate Degree | ☐ Bachelor's Degree |
| ☐ Adv. Degrees-
M.A./M.S.; Ph.D. | ☐ Decline to state |

8. Please state where you currently get most of your information about College of the Canyons. Please identify if any or all of the sources below apply to you.
Do you get most of your information from:

- ☐ Local newspapers
- ☐ Your neighbors/friends
- ☐ Direct mailings to your home
- ☐ Local radio
- ☐ Local television
- ☐ Students
- ☐ College home page
- ☐ Your children
- ☐ Attending other activities on campus
- ☐ TV
- ☐ Other (please specify): _____

**If you have any questions regarding the survey, please contact
Dr. Barry Gribbons, Executive Dean of Institutional Development & Technology at (661) 362-3328. If you would like to receive a copy of the survey results or information on the University Center, please state your name and address and/or phone number below.**

PLEASE PRINT INFORMATION BELOW:

Name (optional): _____

Address (optional): _____

Street Address or P.O. Box

City

Zip Code

Phone number (optional): _____

THANK YOU FOR HELPING US PLAN OUR UNIVERSITY CENTER PROGRAM!

Appendix A: Survey Instrument - Business Executives

June 1, 2001

Dear Sir or Madam,

The Office of Institutional Development at College of the Canyons is in the process of gathering community input regarding advanced degree programs that are of highest demand for our new University Center.

The University Center will be located on College of the Canyons' campus and will:

- Offer a variety of certificates, bachelor's degrees, master's degrees and some doctorates in areas of demand by local businesses and our students.
- Host eight to ten university partners and a major foreign language school.
- Provide employees of local businesses the opportunity to participate in upper division, graduate level and continuing education programs needed for businesses to thrive in the Santa Clarita Valley.
- Provide individuals the opportunity to prepare for a new career and/or job advancement.
- Provide continuing education options for a wide range of professionals who need to remain certified and current in their professions.
- Make it possible for high school students who complete their high school diplomas in the Academy of the Canyons on our campus and their first two years of college work at COC to move easily from high school to college to university work without leaving the Santa Clarita Valley, encouraging them to continue in school.
- Enable College of the Canyons students to continue their educational goals beyond an associate's degree without having to leave the Santa Clarita Valley.
- Remove transportation and childcare barriers so returning adults can get the degrees they need.
- Provide state-of-the-art smart-capable classrooms and labs and interactive video conferencing.
- Be self-supporting through ongoing revenue generated by university partners.

In order to better serve businesses in the Santa Clarita Valley, we would like your input on which advanced training, certificate, and/or advanced degree programs would be beneficial to your company. Please take a few minutes to answer the following questions about which programs would be of interest to you. College of the Canyons is committed to meeting the higher education needs of the community and your responses will be used to determine which programs will be offered through the University Center. Your responses will be kept confidential. If you would like us to send you the results of the survey and other information on the project as it becomes available please provide your information on the last page of this survey. Thank you in advance for your time and attention to this important survey.

Sincerely,

Dr. Dianne Van Hook
Superintendent-President

Appendix A: Survey Instrument - Business Executives – Part A

The following questions are intended to assess the need for advanced training, certificated and advanced degree programs offered through the University Center at College of the Canyons.

For each question, please mark the circle that best fits your answer/and or opinion.

Please fill in marks like this: ☐ not like this: ☒ ☐ ☐

1. Please state which of the following advanced training programs you think should be offered through the University Center at College of the Canyons. Fill in all that apply.

☐ None. I do not believe our employees would be interested in pursuing educational programs through the University Center.

CERTIFICATE PROGRAMS

Advertising/Marketing

- ☐ Advertising
☐ Marketing

Business

- ☐ Accounting
☐ Administrative Services
☐ Business-General
☐ Entrepreneurship
☐ Finance
☐ Fund Raising
☐ Human Resources
☐ Information Mgmt.
☐ International Business
☐ Investments
☐ Personal Finance Planning
☐ Public Accounting
☐ Public Administration
☐ Purchasing & Material Mgmt.
☐ Taxation

Computer Science

- ☐ Applications Programming
☐ Broadband Networking Tech.
☐ CISCO Networking
☐ Communication Systems
☐ Computer Graphics
☐ Data Communications
☐ Digital Signal Processing

Computer Science (cont'd)

- ☐ HVAC Design (Heating, Ventilation, Air Conditioning)
☐ Information Technology
☐ JAVA
☐ Local Area Network Support
☐ Technical Communications
☐ Web Tech. Fundamentals

Counseling

- ☐ Alcohol/Drug Counseling
☐ College Counseling
☐ Pupil Personnel Services Credential

Education

- ☐ CLAD (Cross Cultural Lang. & Academic Dev.)
☐ Educational Therapy
☐ Multiple Subjects Cred.
☐ Reading & Lang. Arts
☐ Single Subjects Cred.
☐ TEFL (Teaching English as Second Language)

Engineering

- ☐ Aerospace Engineering
☐ Civil Engineering
☐ Electrical Engineering
☐ Engineering-General
☐ Manufacturing Engineering

English/Communications

- ☐ Communications
☐ Creative Writing
☐ Journalism
☐ Post Baccalaureate: Classics
☐ Public Relations

Entertainment

- ☐ Bus. Mgmt.-Entertainment
☐ Film/TV
☐ Screenwriting

Gov. Estimating & Pricing

Hotel/Restaurant

- ☐ Culinary Arts
☐ Hospitality (Hotel)
☐ Hotel Management

Landscaping

- ☐ Gardening/Horticulture
☐ Landscape Mgmt.

Miscellaneous

- ☐ Attorney Assistant
☐ Paralegal
☐ Real Estate
☐ Urban Planning
☐ Vintage (Wine Industry)
☐ Other: _____

BACHELOR and MASTER'S PROGRAMS

☐ **Accounting**

☐ **Admin. of Justice**

☐ **Animation**

☐ **Bio Genetics**

Business

☐ Business Administration

☐ Bus. Admin.-Marketing

☐ Business E-Commerce

☐ Business Management

☐ Executive MBA

☐ Human Resource Mgmt.

☐ Organizational Mgmt.

Communications

☐ Communication

☐ Public Relations

Computer Science

☐ Computer Info. Systems

☐ Computer Networking

☐ Computer Science

☐ Graphic Design

Design

☐ Fashion Design

☐ Graphic Arts

☐ Interior Design

☐ **Design Arts**

☐ **Economics**

Education

☐ Administration

☐ Child Development

☐ Math Education

☐ Reading

☐ School Counseling

☐ Teaching

☐ **Electronics**

Engineering

☐ Aerospace Engineering

☐ Electrical Engineering

☐ Engineering-General

☐ Engineering Mgmt.

☐ Manufacturing Engineering

☐ **English**

☐ **Environmental Resource
Mgmt.**

☐ **Film Studies**

Foreign Language

☐ Spanish

☐ Other: _____

☐ **Health Care Admin.**

☐ **Law**

☐ **Hotel/Restaurant Mgmt.**

☐ **Journalism**

☐ **Liberal Arts**

☐ **Multimedia**

☐ **Nursing**

☐ **Political Science**

Psychology

☐ Psychology

☐ Psych.-MFT (Marriage Family
Therapist—formerly MFCC)

☐ **Public Administration**

☐ **Social Science**

☐ **Social Work/Sociology**

Other (please specify)

☐ Other: _____

The following questions are intended to obtain demographic data.

2. Please state your ethnicity:

- ☐ Caucasian/White
- ☐ African American/Black
- ☐ Hispanic/Latino
- ☐ Asian
- ☐ Mixed
- ☐ Native American/American Indian
- ☐ Decline to state

3. Please state your gender:

- ☐ Female
- ☐ Male
- ☐ Decline to state

4. Please state your length of residency in the Santa Clarita Valley:

- ☐ Less than 1 year
- ☐ 1-5 years
- ☐ 6-10 years
- ☐ more than 10 years

5. Please state your contact with College of the Canyons:

- ☐ Former COC student
- ☐ Current COC Student
- ☐ Family member attends/attended COC
- ☐ N/A

6. Please state where you currently get most of your information about College of the Canyons. Please identify if any or all of the sources below apply to you. Do you get most of your information from:

- ☐ Local newspapers
- ☐ Your neighbors/friends
- ☐ Direct mailings to your home
- ☐ Local radio
- ☐ Local television
- ☐ Students _____
- ☐ College home page
- ☐ Your children
- ☐ Attending other activities on campus
- ☐ N/A
- ☐ Other (please specify): _____

7. Please state your highest level of education:

- | | |
|--|--|
| ☐ some high school | ☐ high school graduate |
| ☐ some college | ☐ business/tech. certif. |
| ☐ Associate Degree | ☐ Bachelor's Degree |
| ☐ Adv. Degree—
M.A./M.S.; Ph.D. | ☐ Decline to state |

8. Please fill in the zip code that matches your home address:

- | | |
|-----------------------------|--|
| ☐ 91310 | ☐ 91321 |
| ☐ 91322 | ☐ 91350 |
| ☐ 91351 | ☐ 91354 |
| ☐ 91355 | ☐ 91380 |
| ☐ 91381 | ☐ 91383 |
| ☐ 91384 | ☐ 91385 |
| ☐ 91386 | ☐ Decline to state |

Appendix A: Survey Instrument - Business Executives - Part B

DIRECTIONS: After considering the brief description of College of the Canyons University Center on the cover letter, please answer all of the following applicable questions.

The following questions are intended to specifically assess the need for advanced training, certificated and/or advanced degree programs of area businesses.

Questions A-D listed in the table below are intended to assess which positions in your company require advanced training, advanced degrees or certification. Please print your responses in the spaces provided (see Example).

	Example	1	2	3
A. Name of position	Administrative Assistant			
B. Number of persons currently employed in the positions identified in question #1 in your company.	2			
C. Approximate number of openings (both new & replacement) anticipated in the next year and annually for the next five years for these positions?	Next year: 1 Annually for Next 5 years: 0	Next year: Annually for Next 5 years:	Next year: Annually for Next 5 years:	Next year: Annually for Next 5 years:
D. Approximate starting salaries for individuals in these positions (Estimate on the basis of dollar per hour or annually salary.)	\$ 40,000			

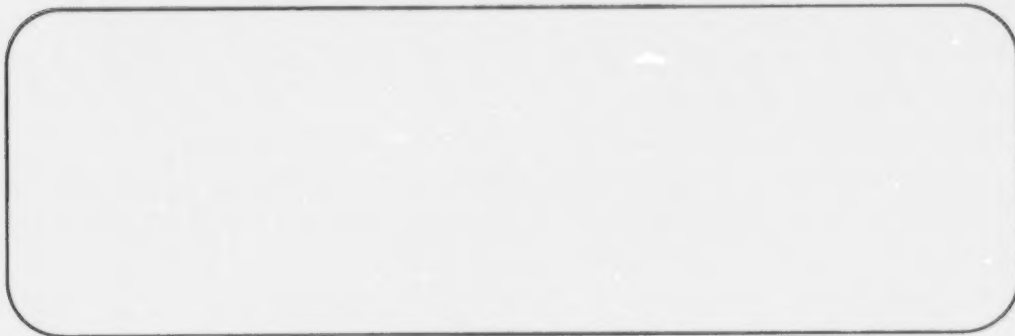
1. If interested in the programs to be offered at the University Center, how soon would your company be in need of receiving further training for your employees?

- ☐ Immediately
 ☐ Within 6 months
☐ 1 - 2 years
 ☐ 6 months - 1 year

2. In your opinion, will the advanced training and advanced degree programs to be offered at COC's University Center benefit the Santa Clarita Valley?

☐ Yes ☐ No

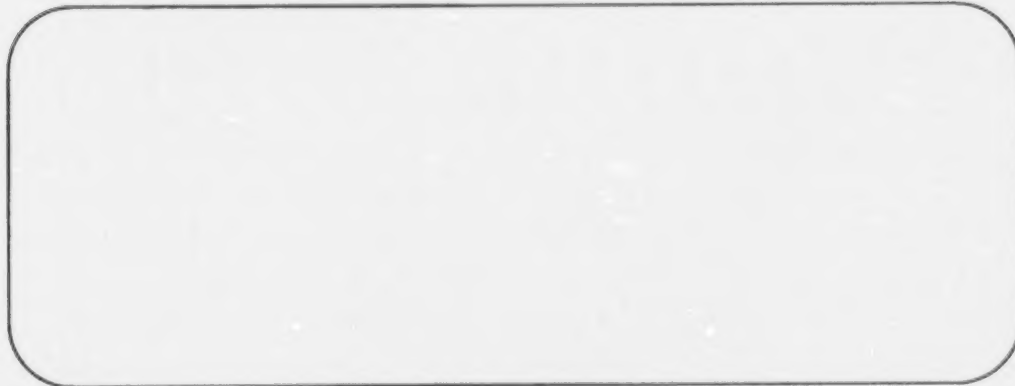
Please comment in the space below:



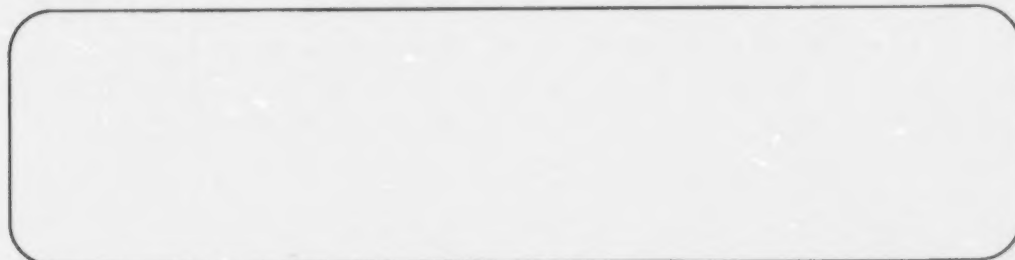
3. In your estimation, will College of the Canyons University Center benefit your company?

☐ Yes ☐ No

Please comment in the space below:



4. What type of business is your company engaged in? What specific products and/or services does it provide?



5. Approximately how many total individuals are employed in your company?

- ☐ under 50
- ☐ 50-100
- ☐ 100-200
- ☐ over 200

7. Does your company currently offer tuition assistance or tuition reimbursement to your employees?

- ☐ No
- ☐ Yes (please state amount below):

9. Please state how much your company spends annually on employee training? If none, please state NONE in the space provided. _____

6. Approximately how many employees in your company require training annually? _____

8. If your company needs ongoing training, what factors contribute to this need? Mark all apply.

- ☐ New employees
- ☐ Technology/Software changes
- ☐ Industry standards
- ☐ N/A
- ☐ Other: _____

10. Does COC provide advanced training for your company?

- ☐ Yes
- ☐ No

The purpose of this survey is to assess educational community needs, if you would like receive a copy of the survey results or be contacted by us regarding advanced training program offerings, please provide your company information below. Your company information will solely be used for the purposes of disseminating survey results and other COC program information as it becomes available. Your comments will still be kept confidential in all research reports.

Name of Company (optional): _____

Attention (optional): _____

Address (optional): _____
Street Address or P.O. Box

City _____ Zip Code _____

Phone number (optional): _____

11. Please use the space below to provide additional comments regarding the programs offered at College of the Canyons proposed University Center? Feel free to use the backside if you need more room. Please mark circle if back side of survey is used for further comments ☐

If you have any questions regarding the survey, please contact
Dr. Barry Gribbons, Executive Dean of Institutional Development & Technology at
(661) 362-3328.

THANK YOU FOR HELPING US PLAN OUR UNIVERSITY CENTER PROGRAMS!

Appendix B: Response Frequencies Summary Percentages of Responses - General Population

The following questions are intended to assess the need for advanced training, certificated and advanced degree programs through the University Center at College of the Canyons.

For each question, please mark the circle that best fits your answer/and or opinion.

Please fill in marks like this: ● not like this: ✕ ○ ◎

1. Please state which of the following advanced training programs you think should be offered through the University Center at College of the Canyons. Fill in all that apply.

4% None. I am not interested in pursuing educational programs through the University Center.

CERTIFICATE PROGRAMS

Advertising/Marketing

13% Advertising

23% Marketing

Business

32% Accounting

18% Administrative Services

27% Business-General

18% Entrepreneurship

19% Finance

11% Fund Raising

24% Human Resources

15% Information Mgmt.

0 International Business

9% Investments

12% Personal Finance Planning

14% Public Accounting

11% Public Administration

9% Purchasing & Material
Mgmt.

10% Taxation

Computer Science

12% Applications Programming

32% Broadband Networking Tech.

17% CISCO Networking

12% Communication Systems

16% Computer Graphics

33% Data Communications

18% Digital Signal Processing

Computer Science (cont'd)

15% HVAC Design (Heating,
Ventilation, Air Conditioning)

14% Information Technology

24% JAVA

20% Local Area Network
Support

16% Technical Communications

20% Web Tech. Fundamentals

Counseling

23% Alcohol/Drug Counseling

23% College Counseling

17% Pupil Personnel Services
Credential

Education

12% CLAD (Cross Cultural Lang. &
Academic Dev.)

14% Educational Therapy

18% Multiple Subjects Cred.

25% Reading & Lang. Arts

23% Single Subjects Cred.

22% TEFL (Teaching English as
Foreign Language)

Engineering

14% Aerospace Engineering

18% Civil Engineering

18% Electrical Engineering

22% Engineering-General

19% Manufacturing Engineering

English/Communications

14% Communications

27% Creative Writing

18% Journalism

17% Post Baccalaureate: Classics

8% Public Relations

Entertainment

25% Bus. Mgmt.-Entertainment

23% Film/TV

28% Screenwriting

17% Gov. Estimating & Pricing

Hotel/Restaurant

22% Culinary Arts

24% Hospitality (Hotel)

15% Hotel Management

Landscaping

24% Gardening/Horticulture

15% Landscape Mgmt.

Miscellaneous

16% Attorney Assistant

20% Paralegal

28% Real Estate

22% Urban Planning

12% Vintage (Wine Industry)

7% Other: (see appendix c)

BACHELOR AND MASTER'S PROGRAMS8% Accounting30% Admin. of Justice27% Animation24% Bio Genetics**Business**17% Business Administration37% Bus. Admin.-Marketing15% Business E-Commerce10% Business Management22% Executive MBA15% Human Resource Mgmt.16% Organizational Mgmt.**Communications**11% Communication24% Public Relations**Computer Science**23% Computer Info. Systems29% Computer Science30% Graphic Design**Design**32% Fashion Design15% Graphic Arts24% Interior Design22% Design Arts20% Economics**Education**12% Administration19% Child Development22% Math Education20% Reading19% School Counseling15% Teaching42% Electronics**Engineering**16% Aerospace Engineering20% Electrical Engineering18% Engineering-General24% Engineering Mgmt.12% Manufacturing Engineering12% English26% Environmental Resource
Mgmt.17% Film Studies**Foreign Language**23% Spanish19% Other:(see appendix C)_____12% Health Care Admin.31% Law32% Hotel/Restaurant Mgmt.22% Journalism12% Liberal Arts23% Multimedia18% Nursing41% Political Science**Psychology**14% Psychology26% Psych.-MFT (Marriage Family
Therapist—formerly MFCC)20% Public Administration13% Social Science18% Social Work/Sociology**Other (please specify)**26% Other:(see appendix C)_____

The following questions are intended to obtain demographic data

3. Please state your ethnicity:

79% Caucasian/White
9% African American/Black
5% Hispanic/Latino
7% Asian
5% Mixed
2% Native American/American Indian
4% Decline to state

4. Please state your length of residency in the Santa Clarita Valley:

3% Less than 1 year
14% 1-5 years
18% 6-10 years
60% more than 10 years

6. Please state your gender:

66% Female
24% Male
7% Decline to state

3. Please state your contact with College of the Canyons:

28% Former COC student
19% Current COC Student
26% Family member attends/attended COC
34% N/A

5. Please fill in the zip code that matches your home address:

<u>5%</u> 91310	<u>13%</u> 91321
<u>1%</u> 91322	<u>26%</u> 91350
<u>30%</u> 91351	<u>9%</u> 91354
<u>26%</u> 91355	<u>3%</u> 91380
<u>2%</u> 91381	<u>4%</u> 91383
<u>4%</u> 91384	<u>1%</u> 91385
<u>2%</u> 91386	<u>2%</u> Decline to state

7. Please state your highest level of education:

<u>14%</u> some high school	<u>7%</u> high school graduate
<u>33%</u> some college	<u>9%</u> business/tech. certif.
<u>28%</u> Associate Degree	<u>23%</u> Bachelor's Degree
<u>18%</u> Adv. Degrees- M.A./M.S.; Ph.D.	<u>0</u> Decline to state

9. Please state where you currently get most of your information about College of the Canyons. Please identify if any or all of the sources below apply to you. Do you get most of your information from:

36% Local newspapers
13% Your neighbors/friends
72% Direct mailings to your home
10% Local radio
5% Local television
14% Students
8% College home page
4% Your children
8% Attending other activities on campus
1% TV
10% Other (please specify): (see appendix C)

Appendix B: Response Frequencies
Summary Percentages of Responses - Business Executives-Part A

The following questions are intended to assess the need for advanced training, certificated and advanced degree programs offered through the University Center at College of the Canyons.

For each question, please mark the circle that best fits your answer/and or opinion.

Please fill in marks like this: ● not like this: ✕ ○ ○

1. Please state which of the following advanced training programs you think should be offered through the University Center at College of the Canyons. Fill in all that apply.

☐ None. I do not believe our employees would be interested in pursuing educational programs through the University Center.

CERTIFICATE PROGRAMS

Advertising/Marketing

22% Advertising

53% Marketing

Business

59% Accounting

25% Administrative Services

38% Business-General

9% Entrepreneurship

31% Finance

13% Fund Raising

44% Human Resources

22% Information Mgmt.

13% International Business

9% Investments

9% Personal Finance Planning

16% Public Accounting

9% Public Administration

25% Purchasing & Material
Mgmt.

0 Taxation

Computer Science

31% Applications Programming

6% Broadband Networking Tech.

6% CISCO Networking

16% Communication Systems

16% Computer Graphics

16% Data Communications

19% Digital Signal Processing

Computer Science (cont'd)

16% HVAC Design (Heating,
Ventilation, Air Conditioning)

28% Information Technology

16% JAVA

31% Local Area Network
Support

22% Technical Communications

28% Web Tech. Fundamentals

Counseling

19% Alcohol/Drug Counseling

9% College Counseling

6% Pupil Personnel Services
Credential

Education

9% CLAD (Cross Cultural Lang. &
Academic Dev.)

13% Educational Therapy

16% Multiple Subjects Cred.

13% Reading & Lang. Arts

13% Single Subjects Cred.

28% TEFL (Teaching English as
Second Language)

Engineering

16% Aerospace Engineering

22% Civil Engineering

34% Electrical Engineering

31% Engineering-General

25% Manufacturing Engineering

English/Communications

31% Communications

19% Creative Writing

19% Journalism

0 Post Baccalaureate: Classics

19% Public Relations

Entertainment

13% Bus. Mgmt.-Entertainment

9% Film/TV

16% Screenwriting

6% Gov. Estimating & Pricing

Hotel/Restaurant

16% Culinary Arts

16% Hospitality (Hotel)

19% Hotel Management

Landscaping

16% Gardening/Horticulture

16% Landscape Mgmt.

Miscellaneous

19% Attorney Assistant

34% Paralegal

28% Real Estate

9% Urban Planning

3% Vintage (Wine Industry)

9% Other: _____

BACHELOR and MASTER'S PROGRAMS**47% Accounting****16% Admin. of Justice****16% Animation****25% Bio Genetics****Business****50% Business Administration****34% Bus. Admin.-Marketing****31% Business E-Commerce****38% Business Management****50% Executive MBA****28% Human Resource Mgmt.****13% Organizational Mgmt.****Communications****31% Communication****31% Public Relations****Computer Science****25% Computer Info. Systems****31% Computer Networking****53% Computer Science****28% Graphic Design****Design****16% Fashion Design****25% Graphic Arts****13% Interior Design****19% Design Arts****22% Economics****Education****25% Administration****25% Child Development****28% Math Education****22% Reading****22% School Counseling****41% Teaching****25% Electronics****Engineering****28% Aerospace Engineering****41% Electrical Engineering****38% Engineering-General****28% Engineering Mgmt.****38% Manufacturing
Engineering****31% English****22% Environmental
Resource Mgmt.****9% Film Studies****Foreign Language****28% Spanish****3% Other: _____****22% Health Care
Admin.****34% Law****16% Hotel/Restaurant Mgmt.****22% Journalism****28% Liberal Arts****9% Multimedia****25% Nursing****13% Political Science****Psychology****25% Psychology****28% Psych.-MFT (Marriage Family
Therapist—formerly MFCC)****13% Public
Administration****16% Social Science****25% Social
Work/Sociology****Other (please specify)****15% Other: _____**

The following questions are intended to obtain demographic data.

2. Please state your ethnicity:

84% Caucasian/White
0 African American/Black
6% Hispanic/Latino
3% Asian
3% Mixed
0 Native American/American Indian
6% Decline to state

4. Please state your length of residency in the Santa Clarita Valley:

3% Less than 1 year
13% 1-5 years
3% 6-10 years
72% more than 10 years

6. Please state where you currently get most of your information about College of the Canyons. Please identify if any or all of the sources below apply to you. Do you get most of your information from:

47% Local newspapers
19% Your neighbors/friends
47% Direct mailings to your home
0 Local radio
0 Local television
38% Students
13% College home page
6% Your children
13% Attending other activities on campus
3% N/A
15% Other (please specify): _____

3. Please state your gender:

28% Female
59% Male
6% Decline to state

5. Please state your contact with College of the Canyons:

13% Former COC student
9% Current COC Student
28% Family member attends/attended COC
41% N/A

7. Please state your highest level of education:

3% some high school 0 high school graduate
16% some college 9% business/tech. certif.
9% Associate Degree 25% Bachelor's Degree
38% Adv. Degree— 0 Decline to state
M.A./M.S.; Ph.D.

8. Please fill in the zip code that matches your home address:

<u>0</u> 91310	<u>16%</u> 91321
<u>3%</u> 91322	<u>19%</u> 91350
<u>19%</u> 91351	<u>3%</u> 91354
<u>16%</u> 91355	<u>0</u> 91380
<u>3%</u> 91381	<u>0</u> 91383
<u>6%</u> 91384	<u>0</u> 91385
<u>0</u> 91386	<u>3%</u> Decline to state

Appendix B: Response Frequencies**Summary Percentages of Responses - Business Executives-Part B**

DIRECTIONS: After considering the brief description of College of the Canyons University Center on the cover letter, please answer all of the following applicable questions.

The following questions are intended to specifically assess the need for advanced training, certificated and/or advanced degree programs of area businesses.

Questions A-D listed in the table below are intended to assess which positions in your company require advanced training, advanced degrees or certification. Please print your responses in the spaces provided (see Example).

	Example	1	2	3
A. <u>Name of position</u>	Administrative Assistant			
B. <u>Number of persons currently employed in the positions identified in question #1 in your company.</u>	2			
C. <u>Approximate number of openings (both new & replacement) anticipated in the next year and annually for the next five years for these positions?</u>	Next year: 1 Annually for Next 5 years: 0	Next year: Annually for Next 5 years:	Next year: Annually for Next 5 years:	Next year: Annually for Next 5 years:
D. <u>Approximate starting salaries for individuals in these positions (Estimate on the basis of dollar per hour or annually salary.)</u>	\$ 40,000			

1. If interested in the programs to be offered at the University Center, how soon would your company be in need of receiving further training for your employees?

22% Immediately

19% Within 6 months

9% 1 – 2 years

16% 6 months – 1 year

2. In your opinion, will the advanced training and advanced degree programs to be offered at COC's University Center benefit the Santa Clarita Valley?

88% Yes 3% No

Please comment in the space below: (See attached appendix C for summary of responses)

3. In your estimation, will College of the Canyons University Center benefit your company?

72% Yes 9% No

Please comment in the space below: (see appendix C for summary of responses)

4. What type of business is your company engaged in? What specific products and/or services does it provide?

(See appendix C for summary of responses)

5. Approximately how many total individuals are employed in your company?

34% under 50
22% 50-100
13% 100-200
13% over 200

7. Does your company currently offer tuition assistance or tuition reimbursement to your employees?

37% No
53% Yes (please state amount below):
 (see appendix C)

9. Please state how much your company spends annually on employee training? If none, please state NONE in the space provided. (see appendix C)

6. Approximately how many employees in your company require training annually?

(see appendix C)

8. If your company needs ongoing training, what factors contribute to this need? Mark all apply.

38% New employees
47% Technology/Software changes
41% Industry standards
6% N/A
☐ Other: (see appendix C)

10. Does COC provide advanced training for your for your company?

3% Yes
78% No

The purpose of this survey is to assess educational community needs, if you would like receive a copy of the survey results or be contacted by us regarding advanced training program offerings, please provide your company information below. Your company information will solely be used for the purposes of disseminating survey results and other COC program information as it becomes available. Your comments will still be kept confidential in all research reports.

Name of Company (optional): _____

Attention (optional): _____

Address (optional): _____
Street Address or P.O.Box

City

Zip Code

Phone number (optional): _____

11. Please use the space below to provide additional comments regarding the programs offered at College of the Canyons proposed University Center? Feel free to use the backside if you need more room. Please mark circle if back side of survey is used for further comments ☐

If you have any questions regarding the survey, please contact
Dr. Barry Gribbons, Executive Dean of Institutional Development & Technology at (661) 362-3328.

THANK YOU FOR HELPING US PLAN OUR UNIVERSITY CENTER PROGRAMS!

Appendix C: Text of Open-ended Questions - General Population

Question #1: Please state which of the following advanced training programs you think should be offered through the University Center at College of the Canyons.

Certificate Programs

Survey #	Other Response
9	Senior Counseling/Senior Marketing & Organization/ Teaching Seniors
41	Writing Children's literature
61	Wireless Technology
70	Career Counseling
76	Technical Writing
83	Medical Transcription

Bachelor and Master's Programs

Survey #	Other Response:
3	Criminology
5	Foreign Language: Japanese
8	Physical Education
9	Senior/Elder Counseling, Dance/Kinesiology/Working with seniors & community/marketing & travel activities
14	Appropriate Ph.D. program
19	Foreign Language: French
32	Foreign Language: French
41	Library Technician/Librarian I, II, III
43	Vocational Education
52	Paramedic Program
61	Fine Arts
70	Gerontology, women's studies, anthropology and astronomy
72	Foreign Language: French
74	Ph. D., Public Administration
75	Ph.D., Public Administration
81	Foreign Language: Portuguese
85	Foreign Language: German
88	Foreign Language: French
91	Foreign Language: French and German

Question #8: Please state where you currently get most of your information about College of the Canyons.

Survey #	Other Response:
8	Employees
29	At work
40	Catalog
41	Mail-home, catalog
64	Website

Unsolicited comments by survey participants:

Survey #	Unsolicited comments:
37	I currently enroll in classes of interest only since I have a higher education degree after receiving an A.S. from your school. I take classes because of the low expense per unit. I will continue to support COC if cost remains low but not if prices increase due to this University Center or other factors.
39	I am against advanced degree programs at COC. COC should remain as a 2-year college.
93	I'm enclosing a resume. I teach at Cal State Northridge and Phillips Graduate Institute in the Valley. I believe my talents would serve my community well.

Appendix C: Text of Open-ended Questions-Business Executives-Part A

Question #1: Please state which of the following advanced training programs you think should be offered through the University Center at College of the Canyons.

Certificate Programs

Survey #	Other Response:
12	Program/Project Management
16	Surveying
25	Transportation

Bachelor and Master's Programs

Survey #	Other Response:
8	Foreign Language: Italian; Comparative Religions
16	Land Surveying
18	Publishing Genealogy Books
23	Physical Education
31	Music

Question #6: Please state where you currently get most of your information about College of the Canyons.

Survey #	Other Response:
16	Telephone
17	COC Staff
20	*COC faculty member's name
28	College newspaper
29	SCILET (Santa Clarita Interlibrary Network)
31	The school where I am employed.

Appendix C: Text of Open-ended Questions-Business Executives - Part B

The following questions are intended to specifically assess the need for advanced training, certificated and/or advanced degree programs of area businesses.

Questions A-D listed in the table below are intended to assess which positions in your company require advanced training, advanced degrees or certification. Please print your responses in the spaces provided.

A	B	C	D
<u>Name of Position</u>	<u>Number of Persons</u> currently employed in the positions identified in question #1 in your company	<u>Approx. Number of Openings Anticipated</u> (both new & replacement) in the next year and annually for the next five years for these positions?	<u>Approx. Starting Salaries</u> for individuals in these positions (Estimate on the basis of dollar per hour or annual salary.)
S/W Real Time Programmers	6	3 (annually for next 5 yrs)	\$70-80,000
Digital Designers	10	3 (annually for next 5 yrs)	\$70-80,000
D&D, Graphics MECH, CAD/CAM Design	4	2 (annually for next 5 yrs)	\$80,000
Production Mgr.	1	1 (next year)	Open
Technician (electronic)	2	2 (next year)	Open
RF Engineer Design & Test	2	2 (next year)	Open
Electrical Engineer	7	1 (next year); .5 (annually for next 5 yrs)	\$70,000
Manufacturing Engineer	3	1 (next year), .5 (annually for next 5 yrs)	\$60,000
Graphic Artist/Computer Design	0	1-next year; 1 (annually for next 5 yrs)	\$27,000
Admin. Assist.	1	1-next year	\$15,000
Program Coordinator-Writer	0	1 (annually for next 5 yrs)	\$22,000
Safety Program Administrator	1	1-next year	\$45,000
Administrative Assistant	1	1-next year	\$40,000
Program Mgr	14	2 (next year); 2 (annually for next 5 yrs)	\$90,000
Project Engineer	30	3 (next year); 3 (annually for next 5 yrs)	\$75,000
Special Ed. Teacher	42	1 (next year); 1-2 (annually for next 5 yrs)	\$34,000
Land Surveyor	1	1-next year	\$60,000
Staff Surveyors	2	2-next year	\$25,000
Teachers	112	5 (next year); 5-8 (annually for next 5 yrs)	\$38,000
Counselors	6	1 (next year); 2 (annually for next 5 yrs)	\$45,000
Administrators	6	1 (next year); 2 (annually for next 5 yrs)	\$90,000

(Continued from previous.)

A <u>Name of Position</u>	B <u>Number of Persons</u> currently employed in the positions identified in question #1 in your company	C <u>Approx. Number of Openings Anticipated</u> (both new & replacement) in the next year and annually for the next five years for these positions?	D <u>Approx. Starting Salaries</u> for individuals in these positions (Estimate on the basis of dollar per hour or annual salary.)
Technician	1	1 (next year); 4 (annually for next 5 yrs)	\$25,000+
Engineers	9	2 (next year); 8 (annually for next 5 yrs)	\$13.25-\$16.50/hr
Hotel Managers	30	5 (next year); 25 (annually for next 5 yrs)	\$30,000-100,000
Marketing Prof.	4	2 (next year); 12 (annually for next 5 yrs)	\$35,000
IT Developer	17	5 (next year); 25 (annually for next 5 yrs)	\$45,000
Admin. Support	15	5 (next year); 25 (annually for next 5 yrs)	\$30,000
Designer	2	1 (next year); 1 (annually for next 5 yrs)	\$40,000
Mfgr. Engineer	0	1 (next year); 1 (annually for next 5 yrs)	\$45,000
Project Engineer	2	1 (next year); 1 (annually for next 5 yrs)	\$45,000
Drivers	15	20 (next year); 50 (annually for next 5 yrs)	\$33,000
Alcohol/Drug Counselor	6	2 (next year); 10 (annually for next 5 yrs)	\$20,000
Application Engineer (Electronics)	2	1 (next year); .5 (annually for next 5 yrs)	\$45,000
Sales Engineer	1	1 (next year)	\$45,000
Admin. Assistant	1	1 (next year)	\$10.00/hr (entry-level)
Aerospace Engineer	0	1 (next year)	Open
Librarian	2	1 (next year)	\$35,000
Technical Representative	8	2 (next year); 1-2 (annually for next 5 yrs)	\$40,000
Sales Rep.	40	5 (next year); 5 (annually for next 5 years)	\$50,000
Managers	8	5 (next year); 5 (annually for next 5 yrs)	\$70,000

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Question #2: In your opinion, will the advanced training and advanced degree programs to be offered at COC's University Center benefit the Santa Clarita Valley?

Survey #	Response
5	At work
8	See Survey for response
12	The introduction of advanced training and advanced degree programs will be a positive step in attracting and retaining employees to work in, and ultimately reside in the Santa Clarita Valley.
15	Another way to gain an advanced degree at a lower cost than some of those other schools. I personally would like to get my degree.
16	Land surveying, civil engineering and planning & development continue to be our #1 target.
20	Yes! It will enable Santa Clarita to keep students and future professionals here.
22	I have several employees that attend advanced degrees at CSUN, USC and Pepperdine. Our company reimburses for education but not too many people take advantage because of distance.
23	So many people have settled in this area. We have little to offer for education. It would be great not to drive into the valley.
25	Better qualified applicants for the workforce enables students to get a better quality education right here in the SCV.
27	We have an ongoing education program within the company to cover quality training. Communication skills, processing education and supervisory skills. We would benefit from higher level programs from COC.
29	Both. It will benefit potential employees if they take the Library Technician certification program and apply for a job, but it will not benefit for any librarian positions unless the school adopts a M.A. program in library/information science.
32	Unsure. Most advanced courses you have indicated are already available within a reasonable commute range.

Question # 3: In your estimation, will College of the Canyons' University Center benefit your company?

Survey #	Response:
7	If offered, those programs we checked.
8	We are a small company, yet more than half of our employees are requested to do advanced training from certificate programs to M.A. degrees. Our company pays part or all of the fees for this. This is because our company is involved in theatre/film production. Everyone must keep learning just to keep up.
12	The University Center will allow for an expansion of the business-oriented training partnerships currently available through COC.
15	Not necessarily
16	My people will always need on-going education, especially as computers and G.P.S. advance
20	We are interested in employing graduates and current students
22	Very conveniently located.
25	Will enable the general candidate pool to be more qualified.
26	We are in a position to provide field experience and internship in the area of drug and alcohol education, prevention, and counseling.
32	If programs provide a greater benefit than those already available.

Question #4: What type of business is your company engaged in ? What specific products and/or services does it provide?

Survey #	Response
1	Manufacturing, Aerospace, Private Sector
2	Computer subsystems which are designed & built ruggedized, primarily for defense community
3	Water treatment & distribution
4	Research in biomedical products
5	R&D Biomedical
6	Research and development. Medical devices and systems for improving quality of life.
7	Nutritional Supplements
8	We produce legitimate theatre productions in Los Angeles, New York, Italy and Germany. We conduct training seminars for professionals in the performing arts. We sponsor a school in Italy for singers, dancers, actors and directors.
9	Excavating and Grading
12	Aerospace Manufacturing
13	Plumbing, commercial and industrial
14	Special Education-students (0-22) with disabilities
15	Talent booking
16	We are land surveyors. Everything that exists in this Valley has or will require our services.
19	Air conditioning, refrigeration service
20	Travel and tourism
22	Outsourcing, call center, warehouse distribution, marketing consultants.
24	Aerospace Manufacturing
25	Transportation--same day delivery, messenger service. Also do overnight truck service and full truckload & airfreight.
26	Service only--alcohol and drug treatment. Free standing out patient treatment.
27	Manufacture Electronic Components.
28	Manufacturing of Navy and Aerospace parts.
29	Public library
31	Music and singing entertainment. Personalized singing telegrams, DJ/karaoke parties, party planning.
32	Building products industry. Sales, distribution, operations technical specification, database creations, new product development.

Question #6: Approximately how many employees in your company require training annually?

Survey #	Response:	Survey #	Response:	Survey #	Response:
1	75+	13	10	24	75+
2	10-20	14	See survey for response	26	Approx. 20
3	10	15	0	27	10-30
4	15-20	16	All	28	0
7	All	18	0	30	None
8	5-7	19	1	32	10-20
9	2	20	All		
12	100	22	50		

Question #7: Does your company currently offer tuition assistance or tuition reimbursement to your employees? If yes, please state amount?

Survey #	Response:	Survey #	Response:	Survey #	Response:
3	\$6,000	9	\$500	24	Varies
4	case by case basis	12	100% tuition & books	27	50-100%
5	case by case basis	13	\$500/term	29	For full time employees only
6	case by case basis	20	\$500-1,200 annually	32	Varies
7	3 AA/year	22	100%		

Question #8: If your company needs ongoing training, what factors contribute to this need?

Survey #	Other Response:
16	Changes in the state law.

Question #13: Please state how much your company spends annually on employee training?

Survey #	Response:	Survey #	Response:	Survey #	Response:
4	\$40,000	13	\$8,000	24	Varies
5	\$40,000	16	Varies	27	\$100,000
6	\$40,000	18	None	28	None
7	don't know #s	19	None	31	None
8	\$11,000	20	N/A	32	Confidential
10	\$3,000	22	\$50,000		

Question #15: Please use the space below to provide additional comments regarding the programs offered at College of the Canyons' proposed University Center?

Survey #	Response:
8	See survey for response.
14	Would definitely like to see credential programs at COC, especially Special Education.
16	I used to teach Land Surveying in this valley because that was all there was--college level, Union Apprenticeship Program
18	My wife would like to complete a B.A.
22	This is a very needed form of education for our valley.
23	I would like to see a kinesiology program or physical education or adaptive P.E.

***Other written comments by respondents:**

****Survey #16:** Have done professional work for the College/instructor

****Survey #27:** We have an internal school to train all employees in various disciplines.



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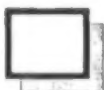


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